Reliance Retail acquires franchise rights for Sunglass Hut

By Isabelle Crossley  -  28 March 2022

Reliance Retail has acquired the franchise rights for India for Luxottica Group’s multi-brand eyewear stores Sunglass Hut from DLF Brands. As part of the deal, Reliance Retail has acquired Sunglass Hut’s network of around 85 stores.

Following its acquisition of the franchise rights for Sunglass Hut, Reliance Retail will run the business’ stores, adding to its eyewear offer as well as its premium offer. The acquisition was finalised last week, two anonymous sources close to the deal told the Economic Times. The acquisition will be Reliance Retail’s second foreign brand acquired from DLF following its franchise acquisition of UK-based personal care and lifestyle brand Mothercare in 2018.

Sunglass Hut specialises in branded eyewear - Hudson

Sunglass Hut retails a range of luxury and bridge-to-luxury eyewear from international brands including Prada, Burberry, Dolce & Gabbana, Oakley, and Ray-Ban, among others. Sunglass Hut first entered the Indian market in 2013 with DLF Brands with the initial target of opening 100 brick-and-mortar stores across the country.

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DLF Brands has let go of a number of its international fashion, beauty, and personal care brands over the past few years. In 2017, the business sold local franchisee rights to fast-fashion brand Mango to Flipkart’s fashion arm Myntra and in 2016 DLF Brands sold its Forever 21 franchise to textile giant Aditya Birla Group.

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